

Present:

Councillor Villeneuve, Chair
Councillor Steele, Vice-Chair
A. Cleaver
B. McMurray
C. Girardi
C. Li-Leger
C. Thornley
F. McLafferty
S. Thorne
W. Bollard

Regrets:

A. McMillan
B. Cooper

Guests:

G. Chua, Festival Director, SIFF
D. Cunningham, Board Member, VSO
J. Alexander, Board Member, VSO
O. Illich, Board Member, VSO
G. Zukerman, White Rock Concerts

Staff:

D. Jones, Manager, Economic Development
J. O'Donnell, Manager, Heritage Services
K. Gallie, Performing Arts Manager
L. Cavan, GM Parks, Recreation & Culture
R. McCullough, Museum Manager
S. Groves, Manager, Civic Facilities
S. McKinnon, Manager, Arts Services
T. Mueller, Legislative Services

Before the start of the meeting, the Chair initiated round-table introductions to welcome S. Thorne, Executive Director, Fraser Region Aboriginal Friendship Centre Association (FRAFCA) as the newest member of the CDAC Committee.

A. ADOPTION OF MINUTES**1. Culture Development Advisory Committee - January 15, 2013**

It was Moved by B. McMurray
Seconded by A. Cleaver
That the minutes of the Culture
Development Advisory Committee (CDAC) of Tuesday, January 15, 2013, be
adopted.

Carried

B. DELEGATIONS**1. Glen Chua, Festival Director, Surrey International Film Festival (SIFF)
November 1 - 2, 2013, Surrey Arts Centre**

In attendance before the Committee to provide an update on the Surrey
International Film Festival (SIFF) <http://surreyfilmfest.ca/>

The following comments were made:

- The delegation provided a brief history of the SIFF and noted that the organization started in 2007 with the goal of creating a forum to showcase young artists and aspiring film makers.

- The delegation noted there are three components to the film festival: 1) education - workshops for the students, 2) marketing – red carpet event showcasing top films, and 3) mentoring – pairing students with industry professionals.
- The 2013 Surrey International Film Festival (SIFF) will be held at the Surrey Arts Centre (13750 - 88 Avenue) from November 1 to 2. The cost for film submissions is \$10; film categories will include a high school and post-secondary component with master classes/workshops for aspiring film writers. Film submissions will be judged by a panel and the top films will receive awards for their respective categories.
- Due to the growing popularity of the SIFF, submissions have been opened to include a world-wide audience and additional entry categories have been included for post-secondary and short films. The delegation noted that film submissions have been received from as far away as India, Germany, and England.
- The delegation noted that the SIFF is now partnering with a number of film festivals, such as Connecticut, Saigon, and Vietnam which means that the top films selected in 2013 will also be screened in other markets and receive additional exposure.
- SIFF has partnered with a film production house in Vancouver and has secured professional equipment donations which will allow the participants to use special high-end video equipment. The delegation noted modern film production is advancing to the point where it is more accessible for independent film makers. Many of the students who participated in the festival have gone on to continue their film career paths; recently a SIFF alumnus received an urban cultural award for a music video.
- SIFF applied for a City of Surrey Cultural Grant and is hoping to secure promotional support from the City in the form of event marketing. The delegation noted that additional funding is needed to add further workshops, equipment, and master classes. The main expenses SIFF incurred in 2012 were related to the Art Centre venue and the rental of audio visual equipment.

The Committee made the following comments:

- Staff asked the delegation if they are aligned with the Simon Fraser University (SFU) Film School. In response, the delegation noted that he is a graduate from the SFU Film School and that the festival has engaged SFU instructors as mentors; however, at present, there is no formalized partnership agreement in place. The hope is to have the various film schools come to the SIFF and speak about their film schools to show prospective students there are places to develop their skills in the field of film production.

- Staff asked about corporate sponsorship opportunities. In response, the delegation noted that the majority of the items were funded directly by the SIFF without donation. The group noted that the largest expense is the space for the event and that they have a partnership with the Surrey Board of Trade who provides support for marketing and taking care of ticket sales. In order to expand the SIFF audience, more emphasis is needed in the area of event marketing and promotion. The delegation noted that last year the City provided free printing of the SIFF posters and the brochures.
- In response to a question posed by a Committee member, the delegation noted that the reason why the event was held at the Art Centre is that the layout is a perfect location with the two theatres and the lobby/gala space that is centrally located.

The Committee thanked the delegation and acknowledged how hard the students work at putting on a great event. The Chair asked Committee members to advise the SIFF on potential corporate sponsorship opportunities they may wish to pursue in support of the 2013 event.

2. **Vancouver Symphony Orchestra (VSO) Board Members Olga Ilich, Dave Cunningham and Jeff Alexander.**

In attendance before the Committee to provide information regarding the VSO, touring, educational programs and future VSO interest in the proposed Performing Arts Centre for the Surrey City Centre.

The following comments were made:

- The delegation noted that the VSO is excited about being a part of the new Performing Arts Centre project in Surrey.
- The VSO was founded in 1919 (as a not for profit society) and is the oldest orchestra in Western Canada. The VSO first performed at the Strand Theatre and then moved to the Orpheum Theatre from 1928 – 1950 until the Queen Elizabeth Theatre was built. Unfortunately, the acoustics in the Queen Elizabeth Theatre were not conducive to VSO's calibre style of music and public and private funding was procured to convert the Orpheum Theatre to a world class concert hall.
- In the early years, the orchestra performed only 10 concerts per year. Today the VSO performs over 140 concerts per year with 75 percent held in the Orpheum Theatre and the other 25 in other venues throughout BC. The delegation noted that the VSO performed in the Bell Centre when it first opened and are now up to 6 concerts per year with a subscription series available, the average attendance at the Bell Centre is 96 percent of capacity.

- The VSO participates in educational programs and performs concerts for elementary students. There is an open rehearsal program and a program called VSO Connects which gets musicians out into the public schools. The group is currently working with North Surrey Secondary and Riverdale Elementary, each school receives 5 – 6 visits per year with students having an invitation to come once per year to a special Orpheum Theatre event. The VSO is looking forward to expanding their school program activities in Surrey and welcomes opportunities for further engagement.
- The delegation noted that the VSO School of Music was created to provide an educational institution next to the Orpheum Theatre, where students of all backgrounds can enjoy learning from members of the VSO. Through the City of Vancouver's Cultural Amenity Bonus Program, the residents have a community music school which serves students from 3-months old to senior citizens, and caters to all ability levels; currently there are 700 students enrolled in the program.
- The delegation supports the expansion plans for a new Performing Arts Centre in Surrey and added that the Bell Centre is a little too small for the VSO (with only 1,042 seats) the delegation suggested an ideal concert hall capacity would be 1,600 seats and that there should also be excellent public transit access and parking in front and back of house along with a friendly rental agreement. The VSO is looking forward to the creation of the new venue and are before CDAC to not only express their interest but offering their expertise in developing the project.

The VSO Board Members closed their presentation by reiterating that there is a tremendous commitment among the 18 member Board to grow the VSO presence within the City of Surrey and that they would welcome an opportunity to consult/collaborate on the new project.

The Committee made the following comments:

- In response to a question from the Committee regarding the status of the project, staff noted that Bing Thom Architects conducted a preliminary study in terms of feasibility for audiences with the intent of preparing a scale and scope of design that would be appropriate for City Centre.
- Staff will prepare a proposal to be used as a tool to work with other levels of government to advance the project. As the project is still a few years in the future, it is critical to look for opportunities to help facilitate the project coming on stream.

C. OUTSTANDING BUSINESS**1. Cultural Marketing Plan Update, Jacqueline O'Donnell, Manager, Heritage Services.**

The following comments were made:

- Staff reported that they are currently working with consultants from Thornley Creative Communications and Incisive Marketing and explained that the consultants are now in the public consultation process.
- The Consultant team has drafted a detailed focus group interview questionnaire. Throughout January and February, the process will involve one-on-one meetings with members of the public as well as meetings with key staff. Thornley has identified groups of community stakeholders within the areas of arts, heritage, as well as individuals from the local youth demographic.
- Staff noted that the consultants have drafted a survey and are working to have the survey distributed on the City of Surrey (CoS) website by March 8, 2013 (in partnership with CoS marketing). In addition to being distributed electronically, the survey will also be target delivered to the public at selected local malls. Based on the information collected, staff hopes to have draft recommendations from the consultants for Committee review in early April. The final Cultural Marketing Plan will be ready by early May for presentation to the CDAC and Council.
- In response to a question posed from the Committee, staff clarified that the focus on the marketing survey is to ascertain who (from the community) currently participates in arts and heritage programs or visits exhibitions and how they typically receive information on CoS cultural services and facilities.
- Staff noted that the marketing survey will also gather detailed information on the following: 1) what is considered as "culture" 2) what defines culture, 3) at what level individuals typically participate in community sponsored events, 4) what type of services individuals participate in, 5) and, at what frequency do individuals participate in events.

It was

Moved by A. Cleaver

Seconded by W. Bollard

That the Culture Development Advisory

Committee (CDAC) receive the Cultural Marketing Plan Update report as information.

Carried

2. **Cultural Grant Program Update, Sheila McKinnon, Manager Arts Services.**

The following comments were made:

- On January 24, 2013, staff held an information session for all the groups who submitted expression of interest forms. Staff reported there were over 50 applications received (with only a small number that were not eligible).
- Staff arranged this workshop to give applicants an opportunity to review the Cultural Grant Program guidelines and application form, and ask any questions. Staff have set aside additional time to meet with groups and have individual mentoring sessions (20 minutes each) to give applicants opportunities to ask questions and complete their grant packages.
- The Cultural Grant Evaluation Committee has been created to vet the applications received. Members of the Grant Evaluation Committee are as follows: Mike McGreer, Economic Development Analyst, Melanie Holden, Chief Librarian, Noreen Kassam, Budget Services Manager, Rob McCullough, Museum Manager, and Sheila McKinnon, Manager, Arts Services.
- The Grant Evaluation Committee will review submissions in March and will submit their recommendations in a staff report to Council on April 8, 2013.
- Staff noted there will be a debriefing session with members of CDAC regarding how the application process went, along with the various pros and cons surrounding the 2013 Cultural Grant Program.

D. NEW BUSINESS

1. **On-Table email from H. Greco dated February 18, 2013 re: Cross-Canada Mayor's Poetry Challenge.**

It was

Moved by W. Bollard

Seconded by B. McMurray

That the Culture Development Advisory

Committee (CDAC) recommends that staff refer the correspondence received from H. Greco dated February 8, 2013, regarding the Cross-Canada Mayor's Poetry Challenge, to the Chief Librarian for response.

Carried

E. ITEMS REFERRED BY COUNCIL

F. CORRESPONDENCE

G. INFORMATION ITEMS

1. **BC Creative Futures Announcement, Sheila McKinnon, Manager Arts Services.**
2. **2013 Meeting Schedule/Agenda Deadlines.**
File: 0540-20V
3. **Performing Arts Participatory Programming Update 2012-13, Kent Gallie, Performing Arts Manager.**
File: 360-01; 7800-01

It was Moved by C. Girardi
 Seconded by C. Li-Leger
 That the Culture Development Advisory
 Committee (CDAC) receive items G.1. though G.3. as information.
Carried

H. OTHER BUSINESS

The following verbal updates were made by members of the Committee:

1. **City of Surrey Library – Poetry Contest**

In celebration of the New City Hall, and the City's 20th Anniversary, the library will be hosting a poetry contest entitled: "Celebrating Surrey's Past and Future." Contest details are as follows:

- The poetry contest will be open to all Surrey residents,
- There will be no fee to enter,
- Submissions are to be a maximum of 50 lines,
- Original works can be in any style of poetry, and;
- A grand prize of \$250 will be awarded to the winning entry.

Mayor Watts will be asked to announce the contest in conjunction with Poetry Month in April with the winning poem announced/read at the New City Hall opening.

2. **Peninsula Productions Presents: Agnes of God (February 28 – March 9, 2013), Coast Capital Playhouse, 1532 Johnston Road, White Rock, www.whiterockplayers.ca**

Agnes of God will be playing at the Coast Capital Playhouse from February 28 – March 9, 2013. The play is masterfully put together with a brilliant cast comprised of professional actors and community players. All members of the CDAC were encouraged to come and show their support for local talent; tickets are in the price range of \$18 - \$23.

3. **Arts Council of Surrey – Spotlight Magazine**
http://issuu.com/acsspotlight/docs/spotlight_web_0213

This month's Spotlight Magazine is promoting the Surrey Dance Festival with a secret word search contest where people can enter and win \$500+ in prizes. The puzzle for the February issue pertains to dance, while the puzzle planned for March will showcase the local artists and promote the different types of art within the City of Surrey.

4. **Surrey Museum and Archives - Update**
<http://www.surrey.ca/culture-recreation/2372.aspx>

The Vikings: Master Mariners, Traders, Colonists, and Artisans exhibition is on display at the Museum from February 12 to April 13, 2013. The Viking exhibit has been very popular and has been well attended. It was noted that Surrey has a Viking influence just off of Old Yale and Tannery Road (Tannery Park), residents can view a storyboard depicting the Norwegian immigrants who lived along the Fraser River.

5. **Latitude: SFU Surrey's Global Community Open House, March 7, 2013**
<http://www.surrey.sfu.ca/openhouse/registration>

The SFU Surrey Campus will be hosting an open house on March 7, 2013, the event will start at 4:00 p.m. and run until 8:30 p.m., and is a great opportunity to network and find out more about the various programs offered.

6. **South Surrey Phase II Arts Development - Update**

Staff reported they hope to have design options for community consultation/consideration within the next month. The draft plan will be released after the details of the Phase II report are finalized.

7. **City of Surrey Grant Application Process - Update**

The City of Surrey has been working in collaboration with Progressive Intercultural Communities Society to apply for a grant to the Department of Canadian Heritage to secure funding in support of a Komagata Maru 100th anniversary commemorative celebration in 2014. Staff noted it has been a busy time for writing grant applications, especially due to the fact that many of the Provincial Grants announced in January 2013 have February 15, 2013 submission deadlines. The Arts Council of Surrey is working with the Surrey Children's Festival to procure additional funding for expanded programming, staff have been working with Semiahmoo Arts on an application to support the South Surrey Arts Space expansion and the Surrey Arts Gallery has been working with the Surrey Art Gallery Association on a grant application with hopes to renew the Urban Screen Equipment. Staff will provide the CDAC with a further report outlining funding received from grant applications in March 2013.

I. NEXT MEETING DATE

The next meeting of the Culture Development Advisory Committee (CDAC) will be held on **Tuesday, March 19, 2013, at 3:00 p.m.**, in Park's Meeting Room #1.

J. ADJOURNMENT

It was

Moved by B. McMurray
Seconded by W. Bollard
That the Culture Development Advisory

Committee meeting do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 4:18 p.m.

Jane Sullivan, City Clerk

Councillor Villeneuve, Chairperson